

Farhan Akhter

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DIRECTOR OF WEB EXPERIENCE & OPERATIONS | HEAD OF WEB DEVELOPMENT | DIGITAL PLATFORM STRATEGY | AI-ENABLED ENGINEERING LEADER

Head of Web Development with 18+ years of experience leading the delivery of enterprise software, fintech platforms, web applications, and digital experiences. Proven track record leading cross-functional engineering, product, design, and marketing teams while driving web strategy, digital platform modernization, Agile delivery, and web operations. Successfully delivered and supervised the development of 600+ websites, mobile applications, and enterprise solutions by combining technical leadership with hands-on expertise in web technologies, architecture, AI-powered solutions, and cloud platforms. Experienced in technical project management, platform governance, process optimization, stakeholder management, and building high-performing teams that consistently deliver scalable, business-critical digital solutions.

KEY COMPETENCIES

Web Experience Strategy	Cross-Functional Leadership	Enterprise Architecture
Website Strategy	Executive Stakeholder Management	CMS Governance
Web Operations	Team Leadership & Mentoring	Engineering Operations
Engineering Leadership	Vendor Management	UX & Digital Experience
Digital Transformation	Budget & Resource Planning	Web Analytics (GA4)
Product Ownership	Performance Optimization	Data-Driven Decision Making
Platform Modernization	AI-Powered Digital Solutions	Agile Delivery

PROFESSIONAL EXPERIENCE

NETSOL Technologies

Head of Web Development

Jan 2025 – Present

Led enterprise web engineering, digital transformation, and web operations initiatives, driving technology strategy, platform modernization, and engineering excellence across enterprise web platforms and digital products.

Accomplishments:

- Directed engineering teams in delivering 600+ websites, digital platforms, mobile applications, and enterprise solutions, expanding the organization's digital portfolio and enhancing customer engagement.
- Defined web engineering strategy, architecture standards, and reusable frameworks that improved scalability, consistency, maintainability, and delivery efficiency.
- Led modernization of enterprise web platforms, including migration to modern technologies, improving performance, accessibility, reliability, and overall user experience.
- Governed CMS architecture, engineering standards, and development best practices to support scalable, high-performing digital platforms.
- Partnered with executive leadership, marketing, product, design, and business stakeholders to align technology initiatives with business objectives and customer needs.
- Established engineering governance through architecture reviews, code reviews, coding standards, quality assurance, and release management, improving software quality and reducing production issues.
- Owned engineering roadmaps, delivery planning, resource allocation, stakeholder communication, and execution across multiple concurrent initiatives.
- Directed Agile delivery, sprint planning, backlog prioritization, and cross-functional collaboration to ensure predictable, high-quality project delivery.

- Introduced AI-powered development workflows and intelligent automation to improve engineering productivity, streamline web operations, and accelerate solution delivery.
- Mentored and developed high-performing engineering teams, fostering technical excellence, collaboration, innovation, and continuous improvement.
- Drove process optimization, performance improvements, and proactive risk management, increasing engineering efficiency and delivery predictability.

Senior System Analyst
Jan 2022 – Dec 2024

Managed delivery of 20+ enterprise software, fintech, and digital transformation projects serving global customers across North America, Europe, and Asia.

- Accomplishments:
- Established Agile delivery frameworks that improved team collaboration, accelerated release cycles, and increased on-time project delivery.
 - Led cross-functional engineering teams through sprint planning, backlog prioritization, stakeholder communication, and successful project delivery.
 - Strengthened engineering quality through architecture reviews, coding standards, and process improvements, resulting in more reliable and maintainable software.
 - Drove technical strategy and solution architecture to improve scalability, engineering efficiency, and long-term product sustainability.
 - Partnered with business, product, QA, and engineering teams to deliver scalable solutions aligned with business objectives.
 - Mentored engineering teams while proactively managing project risks and delivery challenges.

System Analyst
Jan 2019 – Dec 2021

- Accomplishments:
- Managed the end-to-end software development lifecycle for enterprise applications and digital products.
 - Led technical teams in delivering secure, scalable, and maintainable software solutions.
 - Collaborated with business and technical stakeholders to translate requirements into effective technical solutions.
 - Supported project planning, risk management, and successful release delivery.

Principal Software Engineer
Jan 2014 – Dec 2018

- Accomplishments:
- Led frontend and backend development teams in delivering enterprise portals, POS solutions, and web applications.
 - Designed and implemented scalable, high-performance solutions while maintaining engineering best practices.
 - Mentored junior and mid-level developers through technical guidance, code reviews, and knowledge sharing.

Senior Software Engineer
Oct 2012 – Dec 2013

- Accomplishments:
- Led frontend and backend development for enterprise portals, POS solutions, and web applications.
 - Mentored junior and mid-level developers through technical guidance and code reviews.
 - Implemented modern UI frameworks and scalable application architecture.
 - Improved development efficiency through reusable components and engineering standards.

SigmaTec Solutions Pvt. Ltd.
Mar 2012 – Sep 2012

Senior Software Engineer / Mobile Application Developer

- Accomplishments:
- Developed web and mobile applications for enterprise clients across multiple industries.
 - Delivered high-quality software solutions while meeting project timelines and client expectations.
 - Collaborated with cross-functional teams to ensure successful project delivery and customer satisfaction.
 - Enhanced application performance, usability, and maintainability through continuous product improvements.
 - Managed multiple concurrent projects while maintaining engineering quality and delivery standards.

- Accomplishments:
- Developed web applications, Facebook applications, and interactive gaming solutions.
 - Built interactive digital products for large-scale consumer engagement.
 - Contributed to the development of Pakistan's 3D Cricket Game for the International Cricket Council (ICC).

- Accomplishments:
- Converted PSD and UI designs into pixel-perfect HTML, CSS, and responsive web interfaces.
 - Built cross-browser compatible frontend solutions with strong focus on user experience and accessibility.
 - Worked closely with designers to transform visual concepts into production-ready websites.
 - Optimized frontend performance and responsive behavior across desktop, tablet, and mobile devices.



TECHNICAL SKILLS

Architecture & Design

- Solution Architecture
- Frontend Architecture
- Web Application Architecture
- Design Patterns
- REST APIs
- Performance Optimization

Frontend Technologies

- Vue.js
- Nuxt.js
- React.js
- Next.js
- JavaScript
- TypeScript
- HTML5
- CSS3
- SCSS
- GSAP

Web Operations & Analytics

- Website Management
- Platform Modernization
- Google Analytics 4 (GA4)
- Core Web Vitals
- Web Accessibility (WCAG)
- Responsive Web Design

Development Practices

- Agile / Scrum
- SDLC
- Code Reviews
- Engineering Standards
- Technical Documentation
- Secure Coding Practices
- Refactoring

AI & Intelligent Systems

- Generative AI
- Agentic AI
- Large Language Models (LLMs)
- AI Agents
- Prompt Engineering
- Retrieval-Augmented Generation (RAG)
- OpenAI API
- Anthropic Claude
- Gemini
- MCP (Model Context Protocol)

Development Practices

- Agile / Scrum
- SDLC
- Code Reviews
- Secure Coding Practices
- Refactoring

Leadership & Delivery

- Stakeholder Management
- Technical Mentoring
- Technical Project Management
- Client Management
- Sprint Planning
- Risk Management

Project & Engineering Management

- Technical Project Management
- Sprint Planning
- Stakeholder Management
- Risk Management
- Release Management
- Technical Mentoring

Databases

- MySQL
- SQL

Cloud & DevOps

- AWS
- Docker
- CI/CD
- Linux (Ubuntu)
- Git

Tools & Platforms

- Jira
- Confluence
- Figma
- Cursor AI

Backend Technologies

- PHP
- Laravel
- Node.js
- WordPress
- WooCommerce
- ACF Pro



KEY ACHIEVEMENTS

- Delivered and supervised development of 600+ websites, portals, and digital products.
- Designed and developed the official website of the Planning Commission of Pakistan (pc.gov.pk) in wordpress under the Ministry of Planning, Development & Special Initiatives.
- Led and mentored a team of 15+ interns and junior developers, successfully delivering multiple projects within aggressive timelines while supporting talent development and knowledge transfer.
- Led the digital and social media technology campaign for the 2013 General Elections, earning a PKR 100,000 CEO Excellence Award for outstanding contribution.
- Developed Pakistan's 3D Cricket Game for ICC (Cricket Power / Cricket Revolution).
- Organized and conducted technology workshops, seminars, and awareness sessions across multiple universities to promote emerging technologies and industry best practices among students.
- Advisory Committee Member – Bahria University Lahore.
- Visiting Faculty Member for Web Development and Software Engineering.
- External Supervisor for Final Year Projects.
- Invited Speaker – ICACS 2024.
- Recipient of multiple recognition awards from NETSOL, QAED, and Bahria University.

CERTIFICATIONS

Project Management Professional (PMP)
Amazon Web Services (AWS)

EDUCATION

MS Computer Science

Lahore University of Management Sciences (LUMS)

Bachelor of Science in Information Technology (BSIT)

Punjab University College of Information Technology (PUCIT)

REFERENCES

Available on request.